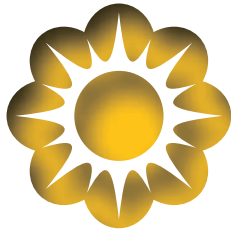


consultation DOCUMENT

your Hammersmith • **your** vision • **your** decision



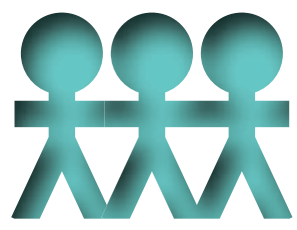
protect
the area



improve
the environment



energise
the town centre



connect
the community

Hammersmith LONDON



**We are consulting
all BID businesses and
would welcome your views
on the existing and suggested projects.**

**Consultation period:
June - September 2010**

This consultation document is also available online at www.hammersmithlondon.co.uk

we want your feedback



Hammersmith LONDON

Who we are

HammersmithLondon is a not-for-profit company responsible for delivering a Business Improvement District (BID) to Hammersmith. A BID is a business-led and business-funded body formed to improve a defined commercial area. It is run by the businesses, for the businesses in Hammersmith, with the shared ambition of making the area a better place to live, work and do business. We are providing additional or improved services as identified and requested by local businesses. These are over and above the baseline services provided by the public bodies in Hammersmith.

What we do

Over the last 5 years we have made a lot of positive and beneficial changes to the Hammersmith Town centre but we feel there is still much more to be done. We have separated our plans to improve the area into four main core project areas. These project areas will offer a complete and comprehensive program of improvements to create a step change in Hammersmith.

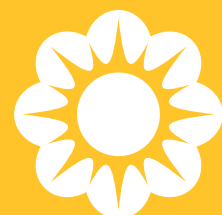
Protect + **Improve** + **Energise** + **Connect**
the area the environment the town centre the community

How have we come up with these initiatives

The projects in this consultation document have been developed after consulting approximately one third of the town centre businesses through one-to-one meetings with leaders and decision makers, professional engagements with various employees from the BID companies, regular stakeholder meetings such as Pubwatch, Transport Forum and gatherings with big cultural and retail players in the area. Some new projects have been shortlisted based on feedback from the Board members. Several projects have been suggested by BID team members based on what they have seen elsewhere and which they believe will address the stakeholders' needs. A number of new projects have evolved from ongoing activities.

How to read this document / Project key

In front of you is a Consultation Document containing a list of existing and suggested projects. The projects in **green** are those we intend to carry forward from the existing BID, whilst reviewing and improving the quality of service that we provide. The projects in **blue** are new projects that have been identified during Phase 1 of the Consultation.





EXISTING PROJECTS

ADDITIONAL SECURITY INITIATIVES

- **Additional CCTV Operators** focusing on crime and disorder issues occurring to businesses in the BID area
- **Additional Police Officers** serving the local businesses community and addressing their issues, offering a reassuring and accountable presence in the Town Centre
- **Safetynet Radio Scheme** connecting businesses in real time to CCTV, local police and other Safetynet users to alert them to the crime and get them the response and support they need
- **Officenet Radio Scheme** creating a network of communication between the office sector in Hammersmith to help deal with emergency incidents, possible threats to business and sharing of information around the area

BUSINESS CRIME PARTNERSHIP

- **HammersmithLondon Security Model** bringing together and merging security projects to have a joined up approach to tackling crime in Hammersmith
- **Pubwatch** bringing together licensed premises managers from the area to address issues affecting their business
- **Shopwatch** supporting local retailers, reducing shoplifting and improving shop profits
- **Business Crime Database** managing and distributing restricted area offender data to all member businesses quickly and efficiently
- **Banning Offenders** from BID businesses operating a 'behave or be banned' scheme in Hammersmith to forbid patrons that have been banned by the Pubwatch from entering their premises
- **Safer Business Award** accredited and recognised by government, police and local council

CRIME AWARENESS AND TRAINING

- **Safety and Anti-terrorist Training** in conjunction with the Police and various BID companies; over 30 campaigns delivered across 12 different event types, including anti terrorism, bike security marking and shoplifting awareness workshops
- **Crime Awareness Events and Campaigns** including Peace Week, Dr Bike events, Business Watch Forum, Immobilise, and Knife Arch events

INFLUENCE ON POLICING/PRIORITIES IN THE AREA

- **Representation on the Police Board** to insure business focus to local policing objectives
- **Representing the Security Needs and Issues of Local Businesses in Various Forums, Panels and Groups** including Hammersmith Police Ward Panel, Crime Summit and the CCTV tasking group





**we ensure
Hammersmith
remains a safe
area with low crime**

BID 2 - ADDITIONAL PROJECTS

- **Continuation and Expansion of the Security Model** with additional contactable police officers to patrol and support local business
- **Additional CCTV Cameras** to cover the BID area and improve the security of troublesome spots
- **Youth Provision** to address youth-oriented crime prevention
- **Meet the PCSOs Events and Occasions** to make PCSOs accountable to business issues and queries
- **Sting operations** to target bag thieves, bicycle theft and motor vehicle crime
- **Headcams for the BID PCSOs** to photograph offenders in quick time to assist with the case against them
- **Automatic Number Plate Recognition (ANPR)** to track illegal vehicles, possible drug dealers and other offenders entering the area
- **GPS Trackers** to determine the precise location of stolen objects
- **Safer Socialising Award** to reward our pubs and licensed premises for excellent partnership and best practice

improve the environment



EXISTING PROJECTS

RECYCLING

- **Free Mixed Recycling Service for BID Businesses** to provide cost saving and do our little bit for the environment

GREENING / HORTICULTURAL ENHANCEMENTS

- **The Hammersmith London Roof Garden** a free public garden at the Lyric Theatre for people to gather and meet
- **Tree Planters and Hanging Floral Baskets** to provide colour in the Town Centre all year round
- **Flower Towers** to improve the grey landscape
- **Additional Planting** in various locations within the BID area

AUDITING, ADDITIONAL CLEANING AND ANTI-LITTER CAMPAIGNS

- **Detailed Environmental Audits** to show minimum standards are being maintained
- **Monthly Walkabouts of BID Area** to monitor the baseline agreements and to ensure that the level of cleansing work done locally is maintained
- **Additional Cleaning and Deodorising** to improve the look and feel of the area
- **Cleanup Activities on Private Property** including graffiti, stickers and flyposting
- **Various Anti-litter Campaigns** to monitor and reduce levels of litter in the area

GREEN TRAVEL AND TRANSPORT

- **Transport Forum** to inform, support and disseminate best practice on travel planning to businesses / employees
- **Travel Plans Assistance** to encourage sustainable forms of transport and reduce the level of congestion
- **Dr Bike Events** to provide basic maintenance and health checks on bikes
- **Free Street Car Club Membership** to provide a company car, without the cost and hassle of managing it
- **Free Cycle Training for BID Employees** to provide the skills and promote cycling
- **Electric Car Charging Points in Kings Mall** to encourage electric car use

AREA IMPROVEMENT

- **Public Realm Enhancements** to improve the appearance of the BID area
- **Posters on vacant units** to make them more appealing while promoting Hammersmith
- **Free Deckchairs for Public Use in June-July** to encourage people to come out of their offices
- **Christmas Lighting** to provide enhanced festive feel





EXISTING PROJECTS

AREA PROMOTION AND ADVERTISING

- **An Increased Level of Marketing Activity and Publicity** to endorse Hammersmith as a destination of choice
- **Promotional Campaigns** to support the local businesses such as 'Shop Local, Dine Local' and 'I love Hammersmith'
- **Promotional Items** and items such as Hammersmith London branded bags, maps, brochures, flyers and t-shirts

PUBLIC ENTERTAINMENT

- **Programme of Free Public Entertainment** to drive footfall including dance, music and street performances
- **Free Walks and Treasure Hunts Led by Blue Badge Guides** to encourage use of the town centre's streets and venues
- **Book Swapping Events** to 'recycle' books and promote reading
- **Outdoor Library** to give people an alternate outdoor place to spend their lunch break
- **Big Screen** in Lyric Square to cover big sporting events such as Wimbledon as well as 'Film Nights' and Children's films
- **Summer Festival** public entertainment at various locations in Hammersmith
- **Christmas Entertainment and Festive Activities** to boost the Christmas shopping

EVENTS FOR BID MEMBERS

- **Social Gatherings in Different Local Venues** to facilitate business-to-business opportunities
- **Cultural Gatherings and Exhibitions** to promote various venues in the area

PRIVILEGE CARD

- **Special Offers and Promotions** to boost business for local retailers
- **VIP Shopping Events** to draw special attention to local businesses providing special offers





**we raise
the profile of
Hammersmith as
a destination of choice**

BID 2 - ADDITIONAL PROJECTS

- **More Events Across Different Locations** such as the Church garden, under the Flyover, Bradmore Square, and the Shopping Malls
- **More Activities for Children and Families** to increase dwell time
- **HammersmithLondon Ambassadors and Info Bike** to meet and greet visitors to Hammersmith
- **Expanding the Privilege Card Offers** to encompass more retailers
- **Better Retail Mix** to satisfy the needs of the target market



EXISTING PROJECTS

COMMUNICATING WITH BUSINESSES AND PROVIDING INFORMATION

- **Dedicated Website** providing Business Directory, Map and Restaurant Reviews
- **E-News** distributed monthly
- **Print Newsletter** distributed quarterly
- **Social Networking** on Facebook and Twitter

COMMUNITY / CSR

- **Charity Entertainment** such as classical concerts and Red Nose Day entertainment to further the charitable cause and encourage support from businesses
- **Local Charity Support** promoting charity events in Hammersmith and supporting local charities

HEALTH AND WELLBEING

- **Health Protection Initiatives** such as circulating NHS guidelines and distributing hand gels sanitizers for flu prevention
- **Free Smoking Cessation Clinics** to encourage and help BID employees to quit smoking
- **Free Yoga & Pilates Courses for BID Members** to improve the wellbeing of employees

NETWORKING

- **Free Seminars** such as Employment Law and Health & Safety seminar and Web Doctor Clinics
- **Networking Events** such as Ladies Business Club and Business breakfast meetings

COST REDUCTION PROGRAMMES

- **Rates Revaluation Support** to contest the new 2010 business rates
- **Expense Reduction Analysis** to potentially minimise BID companies' costs
- **Business Clinics** to provide free independent business reviews


LOBBYING AND REPRESENTATION

- **Representing the Local Businesses in Various Forums, Panels and Groups** to ensure views of business are recognised and taken on board by various authorities





IS YOUR LIFE BALANCED?



Hammersmith LONDON
WOULD LIKE TO INVITE YOU TO ENROLL ON THEIR YOGA OR PILATES COURSES

HammerSmith London is a weekly yoga or pilates class. It is held in the beautiful and historic location of the Lyric Square, which is a great place to relax and unwind. The class is held in a peaceful and relaxing atmosphere. The class is held in a peaceful and relaxing atmosphere. The class is held in a peaceful and relaxing atmosphere.

• Relax and feel stress
 • Improve your posture
 • Increase your energy



we address local issues by working in partnership



BID 2 - ADDITIONAL PROJECTS

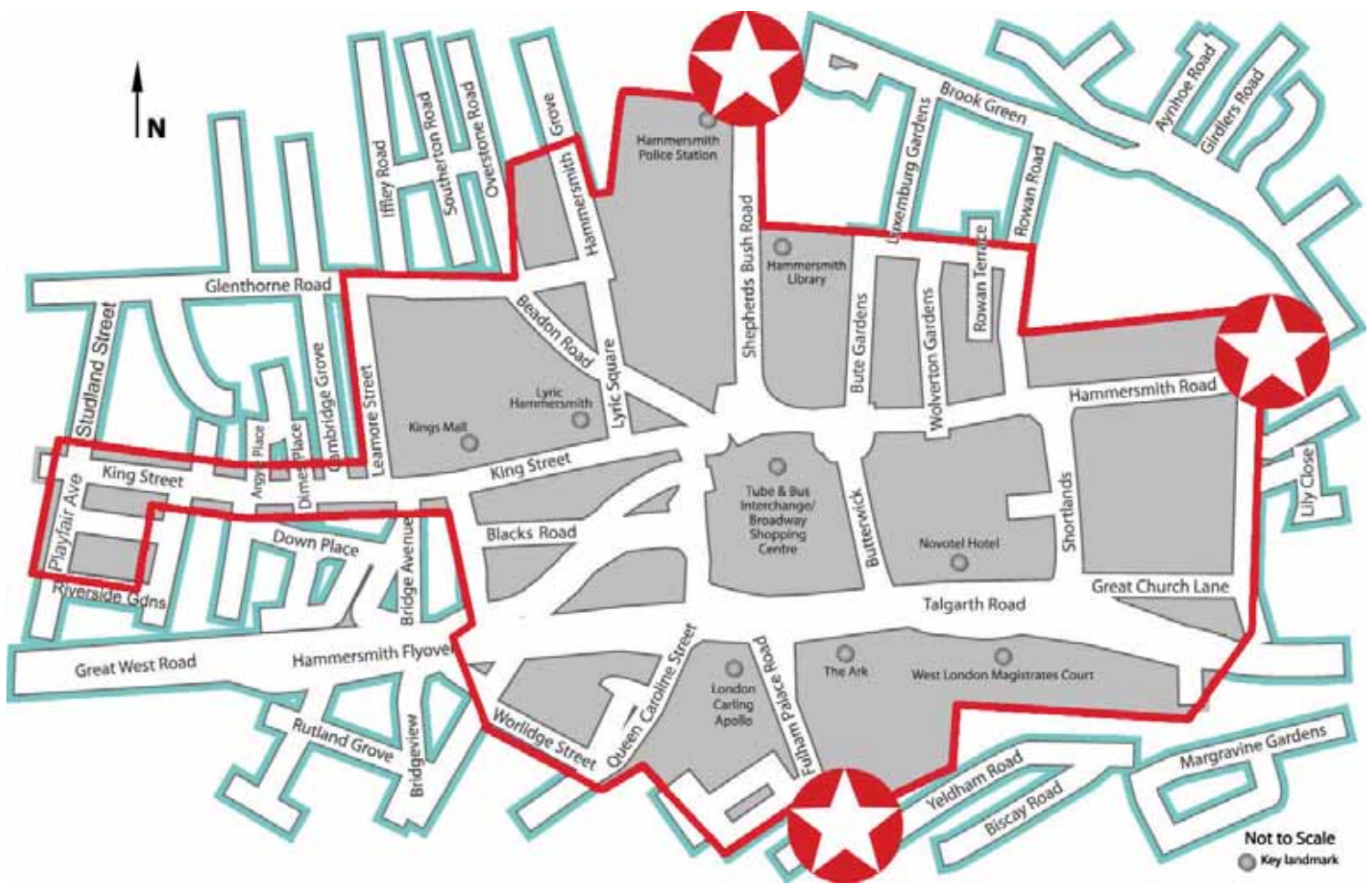
- **More Events Across Different Locations** Other cost reduction initiatives to improve businesses' bottom line profit
- **Detailed Business Guides** to help people find information on local businesses
- **Local Charities List** to make it easier for businesses to find and support them
- **Wi-Fi** covering the HammersmithLondon garden and other locations
- **Webcam** over Lyric Square to promote the Town Centre to visitors

Hammersmith LONDON

Where do we operate

HammersmithLondon have established a strong and powerful presence in the town centre. We are now considering expanding the BID area to incorporate more members and spread our initiatives to a wider area.

The expansion would increase the influence of the BID and improve its ability to deliver large scale strategic projects. It would enable the organisation to evolve, assume a more strategic role in the development of Hammersmith and provide added value to our members.



Places we are consulting to consider inclusion in the BID

How are we funded

A BID is funded through the BID levy, which is a small percentage of a businesses' rateable value. The BID levy is collected by the local authority and passed to the BID Company for use on the projects and services set out in the BID proposal. Further public and private match funding is levered in to supplement these funds.

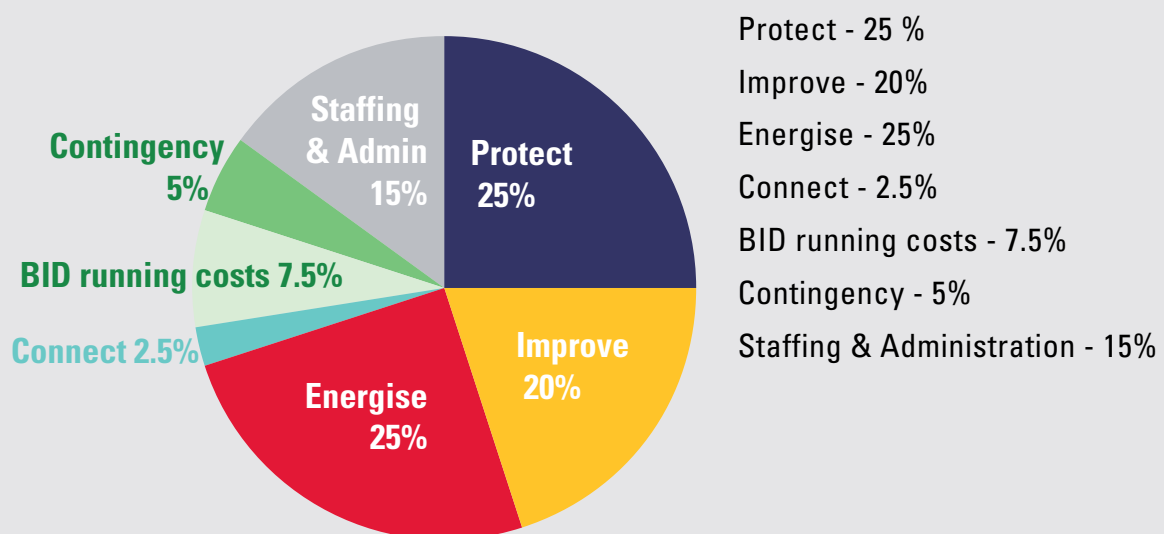
In recognition of the current economic climate we have:

- Raised the threshold from £30,000 to £40,000.
- Reduced the levy rate from 1%. The BID levy will be phased starting from 0.8% in the first year, 0.9% in the second, to 1% (chargeable day) from the third year onwards using the 2010 rating list. This would give us approximately £705,000 budget for the first year, which would be spent as shown in the pie chart below.

The other rules to remain the same:

- The term of the BID will be for a period of 5 years from 1st April 2011.
- The owners of untenanted hereditaments will be liable for the BID levy with no void period.
- There will be no VAT charged on the BID levy.

Indicative Breakdown of BID Levy Expenditure



What's in it for me?

- Safer and more secure environment for customers and staff
- Cleaner and more energised experience in the area
- More accessible location with better public realm
- Free Recycling and other cost reduction benefits
- Co-ordinated events programme to increase footfall and ensure there is regularly something to see in Hammersmith
- Sustained investment over a five year period to continually improve the area
- Strong voice on issues that matter to the businesses

What comes next

June - September 2010 Consultation on the current document

October 2010 Production of final business plan

February 2011 HammersmithLondon Renewal ballot

Remember, all of the BID's services are additional and have been developed specifically in response to your comments, please let us know what else the BID can do to benefit you and your business.



Become more involved?

We are seeking your participation to help shape the future growth of Hammersmith. This is a unique opportunity for you to have your say. We encourage you to contact us and share your views

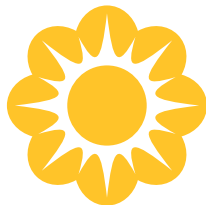
- **e-mail** - info@hammersmithlondon.co.uk
- **phone** - 020 8741 8157
- **over coffee** every Tuesday in June and July 2010 at 4.00pm in Café Brera, 1 Lyric Square (Second floor - look for the HammersmithLondon banner)
- **one-to-one meeting** call to arrange a time



Hammersmith LONDON



protect
the area



improve
the environment



energise
the town centre



connect
the community

= **BUSINESS IMPROVEMENT DISTRICT**

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